

Yearbook

Goals and Objectives

Lesson 1: The Yearbook

- Students will define the role of yearbook in the school environment.
- Students will identify the functions of a yearbook.
- Students will recognize the most effective ways to report the story of a school year.
- Students will recognize the importance of audience and readers' expectations.

Lesson 2: Teamwork

- Students will understand, practice and learn skills for effective leadership at all levels of an organization.
- Students will recognize the value of self knowledge, awareness and clear communication in effective leadership.
- Students will recognize the value of consistency, goal setting and feedback in effective leadership.
- Students will recognize the value of a positive, open-minded attitude in effective leadership.

Lesson 3: Responsibility

- Students will understand, practice and learn skills for applying ethical and legal considerations to planning, storytelling and production.
- Students will identify the rights and responsibilities (fairness, accuracy and good taste) provided by the First Amendment and scholastic-specific court decisions.
- Students will recognize libel as a type of unprotected speech and how to avoid it.
- Students will recognize the restrictions that copyright and trademark protection may place on the publication of material belonging to others.

Lesson 4: Photography I

- Students will understand, practice and learn skills for planning, shooting and editing photographs.
- Students will recognize the different types of camera equipment and film options.
- Students will identify planning and organizational strategies to guarantee complete coverage, strong content and organized production.
- Students will identify skills important in photo editing.

Lesson 5: Photography II

- Students will understand, practice and learn skills essential in photojournalism.
- Students will recognize strategies for incorporating photographs into the yearbook for the strongest storytelling effect.
- Students will identify strategies used in photocomposition.
- Students will identify factors that contribute to the technical quality of photographs.

Lesson 6: Brainstorming

- Students will understand, practice and learn skills for generating ideas.
- Students will recognize the value of collective brainstorming to develop a complete set of ideas for all aspects of the yearbook.
- Students will identify and apply the steps in the brainstorming process.
- Students will identify specific brainstorming techniques and strategies.

Lesson 7: Content

- Students will understand, practice and learn skills for developing content with verbal and visual elements.
- Students will identify a variety of effective verbal formats for developing content.
- Students will identify effective visual elements for developing content.
- Students will identify effective strategies for making decisions about content.

Lesson 8: Coverage

- Students will understand, practice and learn skills for planning and placing content in the yearbook.
- Students will identify the factors that determine effective coverage.
- Students will recognize traditional and unique section approaches to organizing activities, events and issues (student life, academics, organizations, sports and people).
- Students will recognize the organizational and management contribution of a systematic ladder diagram.

Lesson 9: Concept

- Students will understand, practice and learn skills for developing the unifying idea for the yearbook.
- Students will recognize the function of a theme as a verbally and visually unifying and personalizing concept.
- Students will recognize the verbal elements that contribute to theme development.
- Students will recognize the visual techniques available to unify the theme.

Lesson 10: Production

- Students will understand, practice and learn skills for preparing the yearbook for plant production.
- Students will recognize the ways that technology increases page creation and submission options.
- Students will recognize the procedures for submission of photos.
- Students will identify methods for effective and efficient proofing of pages and quick return to the printer.

Lesson 11: Reporting

- Students will understand practice and learn skills for reporting.
- Students will identify and master information-gathering skills, recognizing the importance of first-person observation, conducting research and interviewing sources as vital techniques.

- Students will identify options for researching background material and conducting original research for use as facts and figures in stories.
- Students will recognize the guidelines for preparing questions and for interviewing sources as well as using interview information in stories.

Lesson 12: Writing

- Students will understand, practice and learn skills for writing stories.
- Students will recognize the importance of notes in focusing and organizing a story.
- Students will identify the variety of writing approaches for putting information in a human context including the quote-transition story and quick read collections.
- Students will identify the traits of good writing essential in yearbook copy.

Lesson 13: Headlines

- Students will understand, practice and learn skills for writing headlines.
- Students will identify the function and format of primary, secondary and subordinate headlines that contribute to reporting a story.
- Students will recognize techniques for brainstorming and writing headlines.
- Students will recognize techniques for making headlines visually appealing.

Lesson 14: Captions

- Students will understand, practice and learn skills for writing captions for photographs.
- Students will recognize the importance of a caption in developing the story started by the photograph.
- Students will identify the content and structural approaches to caption writing.
- Students will identify strategies for writing and designing a caption and its lead-in.

Lesson 15: Editing

- Students will understand, practice and learn skills for improving writing.
- Students will recognize the value of editor and writer working together during the entire process of writing a story.
- Students will recognize the importance of accuracy in establishing credibility in the yearbook.
- Students will recognize the importance of editing for style and establishing consistency.

Lesson 16: Typography

- Students will understand, practice and learn skills for choosing and working with reader-friendly typography.
- Students will recognize terminology associated with the use of type.
- Students will recognize type as a design element related directly to content.
- Students will identify factors important for type readability and visual appeal.

Lesson 17: Design I

- Students will understand, practice and learn basic skills for designing yearbook pages and spreads.
- Students will identify the strategies used to enhance readability: dominance, eyeflow, contrast and hierarchy.
- Students will identify strategies for combining verbal and visual elements for more complete storytelling.
- Students will recognize the importance of the use of margin, gutter, column and grid guides for consistency and organization.

Lesson 18: Design II

- Students will understand, practice and learn principles of content-focused design.
- Students will recognize the importance of dominance as an organizing element.
- Students will recognize the importance of planned white space in adding unity, movement and emphasis to a design.
- Students will recognize the value of a template as a plan for ensuring consistency.

Lesson 19: Design III

- Students will understand, practice and learn skills for a modular design approach.
- Students will recognize ways in which modular design expands coverage and design options.
- Students will identify the layers and strategies important in a modular design approach.
- Students will recognize the strategies used in creating unity in a modular design approach.

Lesson 20: Graphics

- Students will understand, practice and learn skills for using graphics to enhance readability of content.
- Students will recognize the graphic techniques that can effectively enhance readability.
- Students will identify strategies for using graphic design to organize content and direct readers through a yearbook page or spread.
- Students will identify tools and sources that impact graphic trends in yearbook design.

Lesson 21: Finances

- Students will understand, practice and learn skills for maintaining complete and accurate financial records.
- Students will identify the key elements of a business plan.
- Students will identify the factors important in accurately estimating yearly expenses.
- Students will identify key factors in projecting yearly income.

Lesson 22: Yearbook Campaign

- Students will understand, practice and learn skills for conducting a successful yearbook sales campaign.
- Students will identify tactics for appealing to customers and overcoming objections to buying the product.

- Students will identify marketing strategies for communicating the features and benefits of the yearbook product.
- Students will identify the key factors of an effective sales campaign, identifying and communicating with potential buyers and keeping complete and accurate records.

Lesson 23: Advertising

- Students will understand, practice and learn skills for selling and designing advertising.
- Students will identify strategies of an organized advertising campaign.
- Students will recognize the strategies of a businesslike approach to selling advertising.
- Students will identify content elements and design principles important in creating advertising that interests readers and satisfies customers.

Lesson 24: Distribution

- Students will understand, practice and learn skills for distribution of the yearbook product.
- Students will recognize the key elements in a carefully planned distribution.
- Students will recognize factors important for creating the distribution event.
- Students will identify strategies for using distribution as an opportunity for recognizing the efforts of the yearbook staff.